

APPENDICES

APPENDIX A

Household Trends and Marketview Comparison Report Downtown Market Area

Study area name: MANSFIELD PRIMARY MARKET AREA

Household Trend Report

Universe	1980 Census	1990 Census	% Chg 80-90	2001 (Est.)	% Chg 90-01	2006 (Proj.)	% Chg 01-06
Population....	12382	13319	7.6	13017	-2.3	13581	4.3
Households....	2043	2003	-1.9	2714	35.5	2965	9.2
Families.....	1155	1047	-9.3	1436	37.0	1562	8.8
Housing Units..	2133	2124	-0.4	2926	37.8	3191	9.1
Grp Qrt. Pop..	7324	8604	17.5	6709	-22.0	6709	0.0
Household Size	2.48	2.35	-4.9	2.32	-1.2	2.32	-0.3

Income	1979 (Census)	1989 (Census)	% Chg 79-89	2001 (Est.)	% Chg 89-01	2006 (Proj.)	% Chg 01-06
Aggregate (\$MM)	58	125	115.2	171	36.8	197	15.4
Per Capita....	4699	9400	100.0	13156	40.0	14546	10.6
Avg. Household	20811	44152	112.2	53778	21.8	58763	9.3
Median Hhold..	17426	29737	70.6	37554	26.3	40274	7.2
Avg. Family HH	25571	60008	134.7	70516	17.5	73403	4.1
Med. Family HH	21309	41325	93.9	46370	12.2	47910	3.3
Avg. HH Wealth				153335		153460	0.1
Med. HH Wealth				44323		54143	22.2

Household Income	1990 Census	2001 Estimate	2006 Proj.
Total.....	2003	2714	2965
Less than \$5,000.....	53 2.7%	40 1.5%	36 1.2%
\$5,000 to \$9,999.....	199 10.0%	157 5.8%	154 5.2%
\$10,000 to \$14,999.....	226 11.3%	212 7.8%	202 6.8%
\$15,000 to \$19,999.....	153 7.7%	170 6.3%	157 5.3%
\$20,000 to \$24,999.....	204 10.2%	192 7.1%	205 6.9%
\$25,000 to \$29,999.....	173 8.7%	287 10.6%	290 9.8%
\$30,000 to \$34,999.....	168 8.4%	147 5.4%	216 7.3%
\$35,000 to \$39,999.....	119 5.9%	242 8.9%	208 7.0%
\$40,000 to \$44,999.....	75 3.8%	184 6.8%	220 7.4%
\$45,000 to \$49,999.....	70 3.5%	135 5.0%	200 6.7%
\$50,000 to \$59,999.....	148 7.4%	139 5.1%	187 6.3%
\$60,000 to \$74,999.....	140 7.0%	262 9.7%	229 7.7%
\$75,000 to \$99,999.....	141 7.1%	239 8.8%	281 9.5%
\$100,000 to \$124,999.....	47 2.4%	118 4.3%	140 4.7%
\$125,000 to \$149,999.....	44 2.2%	70 2.6%	75 2.5%
\$150,000 to \$249,999.....	26 1.3%	90 3.3%	114 3.8%
\$250,000 to \$499,999.....	2 0.1%	20 0.7%	41 1.4%
\$500,000 or More.....	7 0.4%	8 0.3%	13 0.4%

NOTE: When the median household wealth for an area is less than \$25,000 it will be listed on this report as \$24,999.

Data on income are expressed in "current" dollars for each year.
Decennial Census data reflects prior year income.
2001 estimates and 2006 projections produced by Claritas Inc.
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Household Trend Report Details

Database Source and Methodology

The data in this report come from UPDATE, a database developed by Claritas. The UPDATE database contains Claritas's current-year estimates and five-year projections for population and household counts, based on the 1980 and 1990 Census Summary Tape File 1 (STF1) and Summary Tape File 3 (STF3). All 1990 data in this database have been adjusted to be consistent with the 100 percent counts from STF1.

The UPDATE database is produced annually by projecting trends and adjusting them with primary data obtained from a network of federal, state, and local sources. Fields in this database include population, households, age (with median age distributions), race, income, household income distributions, and family income distributions.

The UPDATE database contains three types of data:

Household and Income: current-year estimates and five-year projected household and income data for 1990 census geography

Age by Race by Sex: age by race by sex breaks for 1990 census geography

1980 Data for 1990 Census Geography: 1980 age and income data for 1990 census geography, for users who do historical analysis

Data Item Descriptions

Population: The number of persons counted at their place of usual residence. Usual residence is the place where the person lives and sleeps most of the time or considers to be his or her usual residence.

Household: A household includes all of the persons who occupy a housing unit. A housing unit is a house, apartment, mobile home, group of rooms, or single room that is occupied as separate living quarters. Separate living quarters are those in which the occupants live and eat separately from any other persons in the building and which have direct access from the outside of the building or through a common hall. The occupants may be a single family, one person living alone, two or more families living together, or any other group of related or unrelated persons who share living arrangements. A housing unit with 10 or more unrelated people living together is considered group quarters.

Family Household: A family consists of a householder and one or more other persons living in the same household who are related to the householder by birth, marriage, or adoption. All persons in a household who are related to the householder are regarded as members of his or her family. A household can contain only one family for purposes of census tabulations. Not all households contain families, because a household may comprise a group of unrelated persons or one person living alone.

Housing Unit: Living quarters such as a house, an apartment, a mobile home or trailer, a group of rooms or a single room occupied or intended for occupancy as separate living quarters. Separate living quarters are those in which the occupants live and eat separately from any other persons in the building and which has direct access from outside the building or through a common hall. If the living quarters contain nine or more persons unrelated to the householder or person in charge (a total of at least 10 unrelated persons), it is classified as group quarters.

Group Quarters: All persons not living in households are classified by the Census Bureau as living in group quarters. Two general categories of persons in group quarters are recognized: (1) institutionalized persons and (2) other persons in group quarters (also referred to as "non-institutional group quarters"). Institutionalized persons include those living in correctional institutions, nursing homes, mental hospitals, juvenile institutions, and other institutions. Non-institutionalized persons include those living in college dorms, military quarters, homeless shelters and those in visible street locations, as well as residents of housing units with 10 or more unrelated persons.

Average Household Size: The average number of household residents per household for the report area. All household occupants are counted, but people living in group quarters are not included.

Income: Income figures are based on the Census Bureau's definition of income: the sum of wage or salary income; new self-employment income; interest, dividend, or net rental or royalty income; Social Security or railroad retirement income; public assistance or welfare income; retirement or disability income; and all other income. Receipts from the following sources are not included as income: money received from the sale of property; the value of income "in kind" from food stamps, public housing subsidies, medical care, employer contributions for persons, etc.; withdrawal of bank deposits; money borrowed; tax refunds; exchange of money between relatives living in the same household; and gifts and lump-sum inheritances, insurance payments, and other types of lump-sum receipts.

Aggregate Income: The total income of all persons for the report area.

Per Capita Income: The mean income for the stated year computed for every man, woman, and child for the report area. Per Capita Income is derived by dividing the total income for the report area by the total population (including group quarters) in that area. The income is shown in current dollars for the year in question.

Household Income: Total money received in the stated calendar year by all household members 15-years-old and over. Household income differs from family household income in that it includes income from all persons age 15 and older in all households, including persons living alone and in other nonfamily households. The income is shown in current dollars for the year in question.

Family Household Income: Total money received in a stated calendar year for all family household members 15 years and over. The income is shown current dollars for the year in question.

Median: The median divides a distribution into two equal parts, with one half of the values above the median and the other half below the median.

Average Household Wealth: Average household wealth reflects the average net worth of households, that is, assets minus liabilities. Assets include, but are not limited to, real estate, the value of a business, motor vehicles, savings account deposits, certificates of deposit, mutual fund shares, money market funds, and other interest-earning assets. Liabilities include, but are not limited to, mortgages, credit card and retail store credit accounts, and bank loans.

Median Household Wealth: The median divides a distribution into two equal parts, with one half of the values above the median and the other being below the median. The median household wealth reflects the median net worth of households.

CONNECT STUDY REPORT OF CONSUMER SPENDING PATTERNS
FOR MANSFIELD PRIMARY MARKET AREA

2001 Consumer Spending Patterns (Page 1 of 3)

Claritas Inc.

Sales (800)234-5973

Study area name: MANSFIELD PRIMARY MARKET AREA

10-AUG-01

Support (800)780-4237

	Annual Average Household	---- Weekly Expenditures ---- Aggregate	Per Capita	Average Household	Market Index
Grocery & Other Misc. Exp.:					
Total Food Exp.	11186.93	583872	92.56	215.13	1.29
Food At Home	5090.38	265679	42.12	97.89	1.12
Cereal Products	303.01	15815	2.51	5.83	1.25
Bakery Products	592.26	30911	4.90	11.39	1.17
Meats	558.50	29149	4.62	10.74	0.99
Poultry	316.38	16512	2.62	6.08	1.11
Seafood	89.86	4690	0.74	1.73	0.87
Dairy Products	539.79	28173	4.47	10.38	1.05
Fruits & Vegetables	561.14	29287	4.64	10.79	1.01
Juices	162.47	8480	1.34	3.12	1.24
Sugar & Other Sweets	407.41	21264	3.37	7.83	1.25
Fats & Oils	39.53	2063	0.33	0.76	0.92
Nonalcoholic Beverages	740.74	38661	6.13	14.25	1.30
Prepared Foods	779.30	40674	6.45	14.99	1.08
Other Misc. Expenses:					
Housekeeping Supplies	278.68	14545	2.31	5.36	0.95
Food Away from Home	6096.56	318193	50.44	117.24	1.48
Alcoholic Beverages at Home	1685.97	87995	13.95	32.42	2.33
Alcoholic Beverages away from Home	1620.78	84592	13.41	31.17	2.28
Over the Counter Drugs	192.65	10055	1.59	3.70	1.13

The data contained on this page of Consumer Spending Patterns(CSP) are from Claritas' Consumer Buying Power database, derived using information from the Consumer Expenditure Survey (CES), which is conducted by the Bureau of Labor Statistics.

The "Per Capita" data presented on this page is the weekly "Aggregate" divided by the Population in Households for the area. The "Average Household" is the weekly aggregate divided by the total number of households. The "Annual Average Household Expenditure" reflects our estimate of annual expenditures for all households and college group quarters populations in a geography, divided by the number of households in the geography. Average HH and per capita expenditures may be higher than expected in geographies with large concentrations of college group quarters expenditures. Please see accompanying product literature for more detailed information.

Current year estimates produced by Claritas Inc.

CONNECT STUDY REPORT OF CONSUMER SPENDING PATTERNS
 FOR MANSFIELD PRIMARY MARKET AREA
 2001 Consumer Spending Patterns (Page 2 of 3)
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	---- Annual Expenditures ----			Weekly	Market
	Aggregate	Per	Average	Average	Index
	(\$000s)	Capita	Household	Household	

Study area name: MANSFIELD PRIMARY MARKET AREA					
Misc Personal Items:					

Smoking Prods/Supplies	2630	417	969	18.64	1.33
Personal Care Products	2813	446	1037	19.93	1.28
Household Equipment:					

Household Textiles	1839	292	678	13.03	1.22
Furniture	1643	260	605	11.64	0.89
Floor Coverings	103	16	38	0.73	0.90
Major Appliances	815	129	300	5.77	0.86
Small Appliance/Housewtr	1859	295	685	13.17	1.11
Misc Household Equipment	1419	225	523	10.05	1.02
Home Computer Software/ Access	169	27	62	1.20	1.54
Home Computer Hardware	1091	173	402	7.73	1.32
Apparel:					

Women's Apparel	5847	927	2154	41.43	1.71
Men's Apparel	3629	575	1337	25.72	1.81
Girls' Apparel	578	92	213	4.10	0.76
Boys' Apparel	464	74	171	3.29	0.79
Infants' Apparel	321	51	118	2.28	0.92
Footwear	1880	298	693	13.32	1.58
Other Apparel Prods/Svc	3616	573	1332	25.62	1.33
Entertainment:					

Sports & Recreation	4017	637	1480	28.47	1.27
TV, Radio & Sound Equiprs	5620	891	2071	39.82	1.32
Reading Materials	2106	334	776	14.92	1.43
Travel	4647	737	1712	32.93	1.16
Photographic Equipment	662	105	244	4.69	1.28
Shelter And Related Expenses:					

Household Services	680	108	251	4.82	0.61
Household Repairs	1714	272	632	12.14	0.74
Fuels	960	152	354	6.80	2.01
Telephone Service	2294	364	845	16.26	1.23
Room and Board	2709	429	998	19.19	10.62
Lodging Away from Home	863	137	318	6.12	1.08

Current year estimates produced by Claritas Inc.

CONNECT STUDY REPORT OF CONSUMER SPENDING PATTERNS
 FOR MANSFIELD PRIMARY MARKET AREA
 2001 Consumer Spending Patterns (Page 3 of 3)
 Claritas Inc.
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10-AUG-01
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	---- Annual Expenditures ----			Weekly	
	Aggregate	Per	Average	Average	Market
	(\$000s)	Capita	Household	Household	Index
	-----	-----	-----	-----	-----
Transportation Expenses:					

New Autos/Trucks/Vans	4753	754	1751	33.68	0.84
Used Vehicles	5777	916	2129	40.94	1.09
Gasoline	4727	749	1742	33.50	1.35
Motoroil	121	19	45	0.86	1.39
Automotive Maintain/Repr	4769	756	1757	33.79	1.16
Rented Vehicles	404	64	149	2.86	1.28
Health Care:					

Medical Services	2914	462	1074	20.65	0.90
Prescription Drugs/Meds	2249	357	829	15.94	0.74
Medical Supplies	478	76	176	3.39	1.09
Miscellaneous Items:					

Tuition/School Supplies	15162	2404	5587	107.43	6.33
Pet Expenses	794	126	293	5.63	0.97
Day Care	480	76	177	3.40	0.78
Cash Contributions	3925	622	1446	27.81	0.98

The data contained on pages 2 and 3 of Consumer Spending Patterns are from Claritas' Consumer Buying Power database, derived using information from Consumer Expenditure Survey (CE).

For pages 2 and 3, the "Weekly Average Household Expenditure" is obtained by dividing the "Annual Average Household Expenditure" by 52. The "Annual Aggregate" is used to obtain the "Per Capita" and the "Average Household" data by dividing the aggregate by the corresponding total household population and total households, respectively. Each market index value shown on pages 2 and 3 is the ratio of the Annual Average Household Expenditures (AAHE) for the geography for which this report is being produced, compared to the "AAHE" for the U.S.

Current year estimates produced by Claritas Inc.

CONNECT STUDY REPORT OF HOUSEHOLD TRENDS
FOR MANSFIELD
Claritas Inc.
Sales (800)234-5973

10-AUG-01
Support (800)780-4237

Study area name: MANSFIELD

Household Trend Report

Universe	1980 Census	1990 Census	% Chg 80-90	2001 (Est.)	% Chg 90-01	2006 (Proj.)	% Chg 01-06
Population....	20634	21103	2.3	21347	1.2	22129	3.7
Households....	4390	4931	12.3	6004	21.8	6374	6.2
Families.....	2839	3055	7.6	3607	18.1	3773	4.6
Housing Units..	4550	5158	13.4	6387	23.8	6779	6.1
Grp Qrt. Pop..	9610	8920	-7.2	6954	-22.0	6954	0.0
Household Size	2.51	2.47	-1.6	2.40	-3.0	2.38	-0.7
Income	1979 (Census)	1989 (Census)	% Chg 79-89	2001 (Est.)	% Chg 89-01	2006 (Proj.)	% Chg 01-06
Aggregate(\$MM)	116	287	146.4	427	48.8	502	17.5
Per Capita....	5648	13607	140.9	20013	47.1	22687	13.4
Avg. Household	22041	50568	129.4	72138	42.7	83380	15.6
Median Hhold..	18384	38784	111.0	49475	27.6	51878	4.9
Avg. Family HH	26940	62985	133.8	92751	47.3	107038	15.4
Med. Family HH	23053	50908	120.8	64743	27.2	65919	1.8
Avg. HH Wealth				206716		214973	4.0
Med. HH Wealth				93373		115325	23.5

Household Income	1990 Census	Households		2001 Estimate	2006 Proj.	
Total.....	4931			6004		6374
Less than \$5,000.....	126	2.6%		92	1.5%	80
\$5,000 to \$9,999.....	341	6.9%		247	4.1%	231
\$10,000 to \$14,999.....	351	7.1%		327	5.4%	310
\$15,000 to \$19,999.....	307	6.2%		276	4.6%	263
\$20,000 to \$24,999.....	389	7.9%		301	5.0%	314
\$25,000 to \$29,999.....	381	7.7%		448	7.5%	401
\$30,000 to \$34,999.....	352	7.1%		316	5.3%	385
\$35,000 to \$39,999.....	291	5.9%		394	6.6%	381
\$40,000 to \$44,999.....	233	4.7%		353	5.9%	377
\$45,000 to \$49,999.....	296	6.0%		269	4.5%	356
\$50,000 to \$59,999.....	456	9.2%		459	7.6%	461
\$60,000 to \$74,999.....	503	10.2%		684	11.4%	626
\$75,000 to \$99,999.....	489	9.9%		760	12.7%	815
\$100,000 to \$124,999.....	218	4.4%		390	6.5%	464
\$125,000 to \$149,999.....	87	1.8%		279	4.6%	280
\$150,000 to \$249,999.....	77	1.6%		282	4.7%	406
\$250,000 to \$499,999.....	18	0.4%		77	1.3%	145
\$500,000 or More.....	16	0.3%		50	0.8%	79

NOTE: When the median household wealth for an area is less than \$25,000 it will be listed on this report as \$24,999.

Data on income are expressed in "current" dollars for each year.

Decennial Census data reflects prior year income.

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 FOR MANSFIELD 2001 Consumer Spending Patterns (Page 1 of 3)
 Claritas Inc.
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 Study area name: MANSFIELD

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	Annual Average Household	---- Weekly Expenditures ---- Aggregate	Per Capita	Average Household	Market Index
Grocery & Other Misc. Exp.:					
Total Food Exp.	10484.07	1210507	84.10	201.62	1.21
Food At Home	5019.04	579506	40.26	96.52	1.10
Cereal Products	282.83	32656	2.27	5.44	1.17
Bakery Products	595.81	68793	4.78	11.46	1.17
Meats	567.87	65567	4.56	10.92	1.00
Poultry	321.19	37085	2.58	6.18	1.13
Seafood	96.94	11193	0.78	1.86	0.94
Dairy Products	549.01	63390	4.40	10.56	1.07
Fruits & Vegetables	579.59	66921	4.65	11.15	1.05
Juices	156.03	18015	1.25	3.00	1.19
Sugar & Other Sweets	394.18	45513	3.16	7.58	1.21
Fats & Oils	40.10	4630	0.32	0.77	0.93
Nonalcoholic Beverages	657.69	75938	5.28	12.65	1.15
Prepared Foods	777.81	89807	6.24	14.96	1.08
Other Misc. Expenses:					
Housekeeping Supplies	294.27	33977	2.36	5.66	1.00
Food Away from Home	5465.03	631001	43.84	105.10	1.33
Alcoholic Beverages at Home	1287.91	148704	10.33	24.77	1.78
Alcoholic Beverages away from Home	1256.62	145091	10.08	24.17	1.77
Over the Counter Drugs	186.68	21554	1.50	3.59	1.09

The data contained on this page of Consumer Spending Patterns (CSP) are from Claritas' Consumer Buying Power database, derived using information from the Consumer Expenditure Survey (CES), which is conducted by the Bureau of Labor Statistics.

The "Per Capita" data presented on this page is the weekly "Aggregate" divided by the Population in Households for the area. The "Average Household" is the weekly aggregate divided by the total number of households. The "Annual Average Household Expenditure" reflects our estimate of annual expenditures for all households and college group quarters populations in a geography, divided by the number of households in the geography. Average HH and per capita expenditures may be higher than expected in geographies with large concentrations of college group quarters expenditures. Please see accompanying product literature for more detailed information.

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CONNECT STUDY REPORT OF CONSUMER SPENDING PATTERNS
 FOR MANSFIELD
 2001 Consumer Spending Patterns (Page 2 of 3)
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	---- Annual Expenditures ----			Weekly	
	Aggregate	Per	Average	Average	Market
	(\$000s)	Capita	Household	Household	Index
	-----	-----	-----	-----	-----
Study area name: MANSFIELD					
Misc Personal Items:					

Smoking Prods/Supplies	4799	333	799	15.37	1.10
Personal Care Products	5897	410	982	18.89	1.21
Household Equipment:					

Household Textiles	4267	296	711	13.67	1.28
Furniture	4614	321	769	14.78	1.13
Floor Coverings	304	21	51	0.97	1.20
Major Appliances	2290	159	381	7.33	1.10
Small Appliance/Housewtr	4476	311	745	14.34	1.21
Misc Household Equipment	3640	253	606	11.66	1.18
Home Computer Software/ Access	345	24	57	1.10	1.42
Home Computer Hardware	2432	169	405	7.79	1.34
Apparel:					

Women's Apparel	11323	787	1886	36.27	1.50
Men's Apparel	6790	472	1131	21.75	1.53
Girls' Apparel	1696	118	282	5.43	1.01
Boys' Apparel	1297	90	216	4.15	1.00
Infants' Apparel	829	58	138	2.66	1.07
Footwear	3622	252	603	11.60	1.37
Other Apparel Prods/Svc	7822	543	1303	25.05	1.30
Entertainment:					

Sports & Recreation	9117	633	1519	29.20	1.30
TV, Radio & Sound Equiprs	12199	848	2032	39.07	1.29
Reading Materials	4576	318	762	14.66	1.41
Travel	10862	755	1809	34.79	1.22
Photographic Equipment	1497	104	249	4.79	1.30
Shelter And Related Expenses:					

Household Services	2102	146	350	6.73	0.85
Household Repairs	5429	377	904	17.39	1.07
Fuels	2412	168	402	7.72	2.29
Telephone Service	4963	345	827	15.90	1.20
Room and Board	3104	216	517	9.94	5.50
Lodging Away from Home	2163	150	360	6.93	1.23

Current year estimates produced by Claritas Inc.

CONNECT STUDY REPORT OF CONSUMER SPENDING PATTERNS
FOR MANSFIELD

2001 Consumer Spending Patterns (Page 3 of 3)

Claritas Inc.

Sales (800)234-5973

Study area name: MANSFIELD

10-AUG-01

Support (800)780-4237

	---- Annual Expenditures ----			Weekly	
	Aggregate	Per	Average	Average	Market
	(\$000s)	Capita	Household	Household	Index

Transportation Expenses:					

New Autos/Trucks/Vans	13971	971	2327	44.75	1.12
Used Vehicles	15302	1063	2549	49.01	1.30
Gasoline	9740	677	1622	31.20	1.26
Motoroil	254	18	42	0.82	1.32
Automotive Maintain/Repr	11341	788	1889	36.32	1.25
Rented Vehicles	949	66	158	3.04	1.36
Health Care:					

Medical Services	7855	546	1308	25.16	1.10
Prescription Drugs/Meds	5746	399	957	18.40	0.86
Medical Supplies	1102	77	184	3.53	1.14
Miscellaneous Items:					

Tuition/School Supplies	19217	1335	3201	61.55	3.63
Pet Expenses	2089	145	348	6.69	1.16
Day Care	1371	95	228	4.39	1.01
Cash Contributions	10809	751	1800	34.62	1.22

The data contained on pages 2 and 3 of Consumer Spending Patterns are from Claritas' Consumer Buying Power database, derived using information from Consumer Expenditure Survey (CE).

For pages 2 and 3, the "Weekly Average Household Expenditure" is obtained by dividing the "Annual Average Household Expenditure" by 52. The "Annual Aggregate" is used to obtain the "Per Capita" and the "Average Household" data by dividing the aggregate by the corresponding total household population and total households, respectively. Each market index value shown on pages 2 and 3 is the ratio of the Annual Average Household Expenditures (AAHE) for the geography for which this report is being produced, compared to the "AAHE" for the U.S.

Current year estimates produced by Claritas Inc.

Claritas Inc.

Sales (800)234-5973

Area 1 = MANSFIELD

Area 2 = MANSFIELD PRIMARY

10-AUG-01

Support (800)780-4237

Attribute	Area 1	Area 2
Population: 2006 Total.....	22129	13581
2001 Total.....	21347	13017
1990 Total.....	21103	13319
1980 Total.....	20634	12382
% Change 90-01.....	1.2	-2.3
% Change 80-90.....	2.3	7.6
Households: 2006 Total.....	6374	2965
2001 Total.....	6004	2714
1990 Total.....	4931	2003
1980 Total.....	4390	2043
% Change 90-01.....	21.8	35.5
% Change 80-90.....	12.3	-2.0
Av. HH Size: 2006.....	2.38	2.32
2001.....	2.40	2.32
1990.....	2.47	2.35
2001 Group Quarters Population..	6954	6709
Families: 2006 Total.....	3773	1562
2001 Total.....	3607	1436
1990 Total.....	3055	1047
% Change 90-01.....	18.1	37.2
Housing Units: 2006 Total.....	6779	3191
2001 Total.....	6387	2926
1990 Total.....	5158	2124
2001 Population by Race/Hispanic	21347 %	13020 %
White (not Hispanic).....	17919 83.9	10690 82.1
Black (not Hispanic).....	1071 5.0	750 5.8
Asian (not Hispanic).....	1476 6.9	1079 8.3
All Other (not Hispanic).....	70 0.3	36 0.3
Hispanic Origin.....	811 3.8	465 3.6
2001 Pop. by Age:	21347 %	13017 %
Under 5 Years.....	842 3.9	359 2.8
5 to 9 Years.....	840 3.9	354 2.7
10 to 14 Years.....	844 4.0	335 2.6
15 to 19 Years.....	3394 15.9	2968 22.8
20 to 24 Years.....	5118 24.0	4621 35.5
25 to 29 Years.....	972 4.6	500 3.8
30 to 34 Years.....	1355 6.3	660 5.1
35 to 39 Years.....	1421 6.7	672 5.2
40 to 44 Years.....	1267 5.9	555 4.3
45 to 54 Years.....	2223 10.4	846 6.5
55 to 64 Years.....	1265 5.9	434 3.3
65 to 74 Years.....	999 4.7	375 2.9
75 to 84 Years.....	627 2.9	261 2.0
85 Years and Over.....	180 0.8	87 0.7
Total Median Age (in Years)...	24.3	21.4
Male Median Age (in Years)....	24.5	21.6

Marketview Comparison Report (Page 2 of 11)
 Claritas Inc.
 Sales (800)234-5973
 Area 1 = MANSFIELD
 Area 2 = MANSFIELD PRIMARY

10-AUG-01
 Support (800)780-4237

Attribute	Area 1		Area 2	
2001 Females by age: (see pp.9-10)	10951	%	6706	%
Under 5 years.....	420	3.8	183	2.7
5 to 9 years.....	411	3.8	170	2.5
10 to 14 years.....	423	3.9	156	2.3
15 to 19 years.....	1794	16.4	1611	24.0
20 to 24 years.....	2640	24.1	2399	35.8
25 to 29 years.....	443	4.0	209	3.1
30 to 34 years.....	652	6.0	303	4.5
35 to 39 years.....	684	6.2	320	4.8
40 to 44 years.....	657	6.0	278	4.1
45 to 54 years.....	1137	10.4	430	6.4
55 to 64 years.....	646	5.9	207	3.1
65 to 74 years.....	548	5.0	211	3.1
75 to 84 years.....	365	3.3	164	2.4
85 years and over.....	131	1.2	65	1.0
Female Median age (in years)...	24.1		21.3	
2001 White population by age:...	18667	%	11159	%
White under 5 years.....	698	3.7	275	2.5
White 5 to 17 years.....	1897	10.2	742	6.6
White 18 to 44 years.....	11197	60.0	8382	75.1
White 45 to 64 years.....	3105	16.6	1052	9.4
White 65 years and over.....	1770	9.5	708	6.3
2001 Black population by age:...	1137	%	761	%
Black under 5 years.....	32	2.8	8	1.1
Black 5 to 17 years.....	68	6.0	26	3.4
Black 18 to 44 years.....	945	83.1	707	92.9
Black 45 to 64 years.....	82	7.2	20	2.6
Black 65 years and over.....	10	0.9	0	0.0
2001 Hispanic population by age:	811	%	463	%
Hispanic under 5 years.....	62	7.6	32	6.9
Hispanic 5 to 17 years.....	135	16.6	68	14.7
Hispanic 18 to 44 years.....	474	58.4	310	67.0
Hispanic 45 to 64 years.....	130	16.0	50	10.8
Hispanic 65 years and over....	10	1.2	3	0.6
Per capita inc.: 2001.....	\$20013		\$13156	
1989 (Census)...	\$13607		\$9400	
% Change 89-01.	47.1		40.0	
Avg. hhld inc.: 2001.....	\$72138		\$53778	
1989 (Census)...	\$50568		\$44152	
% Change 89-01	42.7		21.8	
Med. hhld inc.: 2001.....	\$49475		\$37554	
1989 (Census)...	\$38784		\$29737	
% Change 89-01.	27.6		26.3	
Med. Family HH inc.: 2001.....	\$64743		\$46370	
1989 (Census)...	\$50908		\$41325	
% Change 89-01.	27.2		12.2	

Claritas Inc.

Sales (800)234-5973

Area 1 = MANSFIELD

Area 2 = MANSFIELD PRIMARY

10-AUG-01

Support (800)780-4237

Attribute	Area 1		Area 2	
2001 Average Household Wealth...	\$206716		\$153335	
2001 Median Household Wealth....	\$93373		\$44323	
2001 Households by Hhld Income:..	6004	%	2714	%
(See pg.11) Under \$10,000.....	339	5.6	197	7.3
\$ 10,000 to \$ 19,999.....	603	10.0	382	14.1
\$ 20,000 to \$ 24,999.....	301	5.0	192	7.1
\$ 25,000 to \$ 29,999.....	448	7.5	287	10.6
\$ 30,000 to \$ 34,999.....	316	5.3	147	5.4
\$ 35,000 to \$ 49,999.....	1016	16.9	561	20.7
\$ 50,000 to \$ 74,999.....	1143	19.0	401	14.8
\$ 75,000 to \$ 99,999.....	760	12.7	239	8.8
\$100,000 to \$149,999.....	669	11.1	188	6.9
\$150,000 and Over.....	409	6.8	118	4.3
1990 Hholds by 1989 hhld income:	4931	%	2003	%
Under \$10,000.....	467	9.5	253	12.6
\$ 10,000 to \$ 19,999.....	658	13.3	379	18.9
\$ 20,000 to \$ 24,999.....	389	7.9	204	10.2
\$ 25,000 to \$ 29,999.....	381	7.7	173	8.6
\$ 30,000 to \$ 34,999.....	352	7.1	168	8.4
\$ 35,000 to \$ 49,999.....	820	16.6	265	13.2
\$ 50,000 to \$ 74,999.....	959	19.4	288	14.4
\$ 75,000 to \$ 99,999.....	489	9.9	141	7.0
\$100,000 to \$149,999.....	305	6.2	92	4.6
\$150,000 and Over.....	111	2.3	36	1.8
2001 Fam. HHs by Fam. Hhld Inc.:	3607	%	1436	%
Under \$10,000.....	87	2.4	42	2.9
\$ 10,000 to \$ 19,999.....	173	4.8	86	6.0
\$ 20,000 to \$ 24,999.....	99	2.7	83	5.8
\$ 25,000 to \$ 29,999.....	256	7.1	162	11.3
\$ 30,000 to \$ 34,999.....	165	4.6	67	4.7
\$ 35,000 to \$ 49,999.....	608	16.9	342	23.8
\$ 50,000 to \$ 74,999.....	728	20.2	227	15.8
\$ 75,000 to \$ 99,999.....	588	16.3	189	13.2
\$100,000 to \$149,999.....	556	15.4	150	10.4
\$150,000 and Over.....	347	9.6	94	6.5
1990 Fam. HH by 1989 Fam. HH Inc	3055	%	1047	%
Under \$10,000.....	127	4.2	56	5.3
\$ 10,000 to \$ 19,999.....	219	7.2	116	11.1
\$ 20,000 to \$ 24,999.....	193	6.3	90	8.6
\$ 25,000 to \$ 29,999.....	201	6.6	82	7.8
\$ 30,000 to \$ 34,999.....	222	7.3	97	9.3
\$ 35,000 to \$ 49,999.....	537	17.6	157	15.0
\$ 50,000 to \$ 74,999.....	766	25.1	223	21.3
\$ 75,000 to \$ 99,999.....	427	14.0	115	11.0
\$100,000 to \$149,999.....	255	8.3	69	6.6
\$150,000 and Over.....	108	3.5	36	3.4

NOTE: When median household wealth is < \$25,000 it will be listed as \$24,999.

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Sales (800) 234-5973

Area 1 = MANSFIELD

Area 2 = MANSFIELD PRIMARY

10-AUG-01

Support (800) 780-4237

Attribute	Area 1		Area 2	
2001 Households by Hhold Wealth:	6004	%	2703	%
Less than \$25,000.....	1960	32.6	1181	43.5
\$25,000 to \$49,999.....	456	7.6	229	8.4
\$50,000 to \$74,999.....	342	5.7	159	5.9
\$75,000 to \$99,999.....	332	5.5	137	5.0
\$100,000 to \$149,999.....	501	8.3	199	7.3
\$150,000 and 249,000.....	725	12.1	262	9.7
\$250,000 and 499,000.....	988	16.5	326	12.0
\$500,000 and 749,000.....	400	6.7	127	4.7
\$750,000 and 999,000.....	146	2.4	48	1.8
\$1,000,000 and over.....	154	2.6	48	1.8
2001 Householders by Age:	6004	%	2703	%
15 to 24 Years.....	486	8.1	328	12.1
25 to 34 Years.....	921	15.3	420	15.5
35 to 44 Years.....	1334	22.2	646	23.9
45 to 54 Years.....	1336	22.3	568	21.0
55 to 64 Years.....	712	11.9	222	8.2
65 to 74 Years.....	655	10.9	256	9.5
75 Years and Over.....	560	9.3	263	9.7
2001 Households by Hhold Inc:				
Age of Hholder 25-44 Years:	2255	%	1066	%
Under \$15,000.....	172	7.6	130	12.2
\$ 15,000 to \$ 24,999.....	190	8.4	139	13.0
\$ 25,000 to \$ 34,999.....	330	14.6	219	20.5
\$ 35,000 to \$ 49,999.....	503	22.3	280	26.3
\$ 50,000 to \$ 74,999.....	506	22.4	150	14.1
\$ 75,000 to \$ 99,999.....	293	13.0	71	6.7
\$100,000 and Over.....	261	11.6	77	7.2
Age of Hholder 45-64 Years:	2048	%	790	%
Under \$15,000.....	141	6.9	66	8.4
\$ 15,000 to \$ 24,999.....	91	4.4	33	4.2
\$ 25,000 to \$ 34,999.....	176	8.6	92	11.6
\$ 35,000 to \$ 49,999.....	292	14.3	166	21.0
\$ 50,000 to \$ 74,999.....	424	20.7	167	21.1
\$ 75,000 to \$ 99,999.....	305	14.9	94	11.9
\$100,000 and over.....	619	30.2	172	21.8
Age of Householder 65+ Years:	1215	%	519	%
Under \$15,000.....	168	13.8	73	14.1
\$ 15,000 to \$ 24,999.....	181	14.9	89	17.1
\$ 25,000 to \$ 34,999.....	187	15.4	82	15.8
\$ 35,000 to \$ 49,999.....	159	13.1	81	15.6
\$ 50,000 to \$ 74,999.....	181	14.9	76	14.6
\$ 75,000 to \$ 99,999.....	157	12.9	69	13.3
\$100,000 and Over.....	182	15.0	49	9.4
1990 Households by Hhold Type:	4930	%	2002	%
Male no Wife no Child.....	74	1.5	41	2.0
Female no Husband no Child....	165	3.3	42	2.1
Married Couple Family.....	2662	54.0	916	45.8
Other Family Hhold Own Child..	240	4.9	83	4.1
Non-Family.....	1789	36.3	920	46.0

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Claritas Inc.

Sales (800)234-5973

Area 1 = MANSFIELD

Area 2 = MANSFIELD PRIMARY

10-AUG-01

Support (800)780-4237

Attribute	Area 1	Area 2
1990 Pop. 65+ Yr. by HH Type:	1534 %	690 %
Living Alone.....	438 28.6	217 31.4
In Families.....	998 65.1	435 63.0
In Non-Families.....	85 5.5	38 5.5
In Group Quarters.....	13 0.8	0 0.0
1990 Marital status:		
For Population 15+ Years:	19061 %	12649 %
Never Married.....	11888 62.4	9977 78.9
Now Married (Exc. Separated)	5674 29.8	2095 16.6
Divorced or Separated.....	972 5.1	341 2.7
Widowed.....	527 2.8	236 1.9
For Females 15+ Years:	9821 %	6642 %
Never Married.....	5930 60.4	5183 78.0
Now Married (Exc. Separated)	2832 28.8	1050 15.8
Divorced or Separated.....	633 6.4	227 3.4
Widowed.....	426 4.3	182 2.7
1990 Educational Attainment for Population 25+ Years:	8593 %	3311 %
Less than 9th Grade.....	595 6.9	61 1.8
9th to 12th Grade, No Diploma..	544 6.3	214 6.5
High School Graduate.....	1475 17.2	374 11.3
Some College, No Degree.....	1049 12.2	383 11.6
Associate Degree.....	500 5.8	162 4.9
Bachelor's Degree.....	1560 18.2	685 20.7
Graduate or Prof. Degree.....	2870 33.4	1432 43.2
1990 Pop. Age 16+, In Labor Frc:	10855 %	6407 %
Civilian Employed Males.....	5162 47.6	2888 45.1
Civilian Employed Females.....	5276 48.6	3270 51.0
Persons in Armed Forces.....	13 0.1	3 0.0
Persons Unemployed.....	404 3.7	246 3.8
1990 Occupat.-Employed pop. 16+:	10438 %	6161 %
Managerial/Prof. Spec.....	3786 36.3	1936 31.4
Exec/Admin/Managerial.....	1018 9.8	455 7.4
Professional Specialty.....	2768 26.5	1481 24.0
Tech./Sales/Admn. Support.....	3378 32.4	2278 37.0
Technician and Related.....	533 5.1	378 6.1
Sales.....	1060 10.2	635 10.3
Administrative Support.....	1785 17.1	1265 20.5
Service Occupation.....	1929 18.5	1376 22.3
Private Household.....	12 0.1	11 0.2
Protective Service.....	156 1.5	119 1.9
Other Service.....	1761 16.9	1246 20.2
Farming/Forestry/Fishing.....	69 0.7	35 0.6
Precision/Craft/Repair.....	611 5.9	188 3.1
Operator/Fabricators/Laborer..	665 6.4	348 5.6
Machine Op/Assem./Inspect....	224 2.1	87 1.4
Trans. & Material Moving.....	186 1.8	120 1.9
Handlers/Helpers/Laborers....	255 2.4	141 2.3

Claritas Inc.

Sales (800)234-5973

Area 1 = MANSFIELD

Area 2 = MANSFIELD PRIMARY

10-AUG-01

Support (800)780-4237

Attribute	Area 1		Area 2	
1990 Industry-Employed Pop. 16+:	10438	%	6155	%
Agriculture/Forestry/Fisheries	95	0.9	35	0.6
Mining.....	0	0.0	0	0.0
Construction.....	311	3.0	128	2.1
Manufacturing-Nondurable Goods	270	2.6	147	2.4
Manufacturing-Durable Goods...	453	4.3	139	2.3
Transportation.....	213	2.0	116	1.9
Communications and Public Util	68	0.7	15	0.2
Wholesale Trade.....	169	1.6	84	1.4
Retail Trade.....	2051	19.6	1416	23.0
Finance/Insurance/Real Estate.	536	5.1	257	4.2
Business and Repair Services..	363	3.5	166	2.7
Personal Services.....	136	1.3	80	1.3
Entertainment/Recreation Serv.	208	2.0	167	2.7
Professional and Related Serv.	5058	48.5	3133	50.9
Public Administration.....	507	4.9	272	4.4
1990 Pop. by Travel Time to Work:	10165	%	5972	%
Travel in Under 10 Minutes...	3500	34.4	2536	42.5
Travel in 10 to 14 Minutes....	2187	21.5	1289	21.6
Travel in 15 to 19 Minutes....	1500	14.8	804	13.5
Travel in 20 to 29 Minutes....	884	8.7	488	8.2
Travel in 30 to 44 Minutes....	1047	10.3	438	7.3
Travel in 45 to 59 Minutes....	658	6.5	304	5.1
Travel in 60 to 89 Minutes....	335	3.3	100	1.7
Travel in 90 Minutes and Over.	54	0.5	13	0.2
1990 Pop. by Transport. to Work:	10165	%	5972	%
Travel by Driving Alone.....	6173	60.7	2775	46.5
Travel by Carpool.....	1146	11.3	562	9.4
Travel by Public transport....	88	0.9	42	0.7
Travel by Walking Only.....	2389	23.5	2339	39.2
Travel by Other Means.....	125	1.2	89	1.5
Working at Home.....	244	2.4	165	2.8
1990 Housing Units:	5158	%	2140	%
Owner-Occupied Housing Units..	2987	57.9	949	44.3
Renter-Occupied Housing Units.	1944	37.7	1067	49.9
Vacant Housing Units.....	227	4.4	125	5.8
1990 Specified Owner-Occ.				
Housing Units by Value:	2197	%	637	%
Under \$ 20,000.....	2	0.1	0	0.0
\$20,000 to \$39,999.....	4	0.2	0	0.0
\$40,000 to \$49,999.....	8	0.4	2	0.3
\$50,000 to \$74,999.....	37	1.7	7	1.1
\$75,000 to \$99,999.....	113	5.1	26	4.1
\$100,000 to \$149,999.....	738	33.6	174	27.3
\$150,000 to \$199,999.....	725	33.0	239	37.5
\$200,000 to \$299,999.....	497	22.6	172	27.0
\$300,000 to \$499,999.....	70	3.2	16	2.5
\$500,000 and Over.....	3	0.1	1	0.2
Median Housing Value.....	161397		170277	

Marketview Comparison Report (Page 7 of 11)

Claritas Inc.

Sales (800)234-5973

Area 1 = MANSFIELD

Area 2 = MANSFIELD PRIMARY

10-AUG-01

Support (800)780-4237

Attribute	Area 1	Area 2
1990 Specified Renter-Occupied		
Units by Gross Rent:	1900 %	1055 %
With Cash Rent.....	1849 97.3	1030 97.6
Less than \$100.....	12 0.6	2 0.2
\$100 to \$149.....	23 1.2	11 1.0
\$150 to \$199.....	53 2.8	49 4.6
\$200 to \$249.....	37 1.9	30 2.8
\$250 to \$299.....	42 2.2	31 2.9
\$300 to \$399.....	119 6.3	59 5.6
\$400 to \$499.....	224 11.8	130 12.3
\$500 to \$599.....	473 24.9	255 24.2
\$600 to \$749.....	431 22.7	236 22.4
\$750 to \$999.....	358 18.8	191 18.1
\$1,000 or More.....	77 4.1	36 3.4
No Cash Rent.....	51 2.7	25 2.4
1990 Households by Vehicles:		
0 Vehicles.....	4931 %	2014 %
1 Vehicle Available.....	186 3.8	89 4.4
2 Vehicles Available.....	1833 37.2	916 45.5
3 Vehicles Available.....	1791 36.3	615 30.5
4 Vehicles Available.....	867 17.6	319 15.8
5+ Vehicles Available.....	169 3.4	62 3.1
	85 1.7	13 0.6
1990 Housing Units by		
Number of Units in Structure:	5158 %	2139 %
Single Detached Unit.....	2786 54.0	836 39.1
Single Attached Unit.....	252 4.9	79 3.7
Structures with 2 Units.....	208 4.0	70 3.3
Structures w/ 3-4 Units.....	843 16.3	494 23.1
Structures w/ 5-9 Units.....	458 8.9	365 17.1
Structures w/ 10-19 Units.....	193 3.7	17 0.8
Structures w/ 20-49 Units.....	20 0.4	20 0.9
Structures w/ 50+ Units.....	35 0.7	35 1.6
Mobile Homes/Trailers or Other	363 7.0	223 10.4
1990 Housing Units by Year Built:		
Built 1989 to March 1990.....	5158 %	2140 %
Built 1985 to 1988.....	94 1.8	62 2.9
Built 1980 to 1984.....	558 10.8	241 11.3
Built 1970 to 1979.....	402 7.8	217 10.1
Built 1960 to 1969.....	833 16.1	296 13.8
Built 1950 to 1959.....	1096 21.2	458 21.4
Built 1940 to 1949.....	978 19.0	397 18.6
Built 1939 or Earlier	445 8.6	216 10.1
	752 14.6	253 11.8
1990 HUs by Year Moved In:		
Moved in 1989 to March 1990...	4931 %	2016 %
Moved in 1985 to 1988.....	1077 21.8	567 28.1
Moved in 1980 to 1984.....	1553 31.5	696 34.5
Moved in 1970 to 1979.....	679 13.8	243 12.1
Moved in 1969 or Earlier.....	716 14.5	196 9.7
	906 18.4	314 15.6

Claritas Inc.

Sales (800)234-5973

Area 1 = MANSFIELD

Area 2 = MANSFIELD PRIMARY

10-AUG-01

Support (800)780-4237

Attribute	Area 1		Area 2	
2001 Expenditures by Selected Product Categories (in thousands of dollars): (\$000s)	U.S. Index		U.S. Index	
Food at Home	\$30134	110	\$13815	112
Food Away From Home	\$32812	133	\$16546	148
Alcoholic Beverages at Home	\$7733	178	\$4576	233
Alcoholic Beverages Away From Home	\$7545	177	\$4399	228
Personal Care Products	\$3732	120	\$1835	131
Personal Care Services	\$2165	123	\$979	123
Nonprescription Drugs	\$1121	109	\$523	113
Women's Apparel	\$11323	150	\$5847	171
Men's Apparel	\$6790	153	\$3629	181
Girls' Apparel	\$1696	101	\$578	76
Boys' Apparel	\$1297	100	\$464	79
Infants' Apparel	\$829	107	\$321	92
Footwear (Excl. Infants)	\$3622	137	\$1880	158
Housekeeping Supplies	\$1767	100	\$756	95
Lawn/Garden Supplies (Incl. Plants)	\$824	88	\$257	61
Domestic Services	\$812	84	\$207	48
Household Textiles	\$4267	128	\$1839	122
Furniture	\$4614	113	\$1643	89
Floor Coverings	\$2290	110	\$815	86
Major Appliances	\$4476	121	\$1859	111
Small Appliances & Houseware	\$5429	107	\$1714	74
TV, Radio & Sound Equipment	\$12199	129	\$5620	132
Transportation	\$40113	122	\$15734	106
2001 Expenditures by Selected Store Type (in thousands of dollars):	U.S. (\$000s)	Index	U.S. (\$000s)	Index
Building Materials & Garden Equip.	\$5046	114	\$1846	92
Hardware Stores	\$371	114	\$142	97
Lawn/Garden Equipment/Supply Store	\$1719	116	\$638	95
Home Centers	\$1164	113	\$424	91
Gasoline Stations w/Convenience Str	\$10151	122	\$5025	133
Gasoline Stations w/out Conven. Str	\$4976	126	\$2395	134
Grocery Stores	\$35380	115	\$16779	120
Health & Personal Care Stores	\$6994	101	\$3082	99
Eating Places	\$24007	139	\$12752	163
Drinking Places	\$2654	172	\$1527	219
Department Stores (Excl. Leased)	\$22623	126	\$10310	127
Clothing & Clothing Accessory Store	\$13416	144	\$6745	160
Shoe Stores	\$1972	134	\$1006	152
Furniture	\$4194	114	\$1519	91
Other Home Furnishing Stores	\$3287	121	\$1289	105
Household Appliance Stores	\$1248	111	\$463	91
Radio/TV/Other Electronics Stores	\$3220	126	\$1406	121
Computer & Software Stores	\$1280	133	\$577	133
Electronic Shopping & Mail Order	\$6872	143	\$3540	163

Claritas Inc.

Sales (800)234-5973

10-AUG-01

Support (800)780-4237

2001 Male and Female Population Comparison

Area 1 = MANSFIELD

Males		Age		Females
-----		-----		-----
49		85+		131
262	m	75-84	ff	365
451	mm	65-74	fff	548
619	mm	55-64	fff	646
1086	mmmmmm	45-54	ffffff	1137
610	mmmm	40-44	fff	657
737	mmmm	35-39	fff	684
703	mmmm	30-34	fff	652
529	mmmm	25-29	ff	443
2478	mmmmmmmmmmmmmmmmmmmm	20-24	fffffffffffffffffff	2640
1600	mmmmmmmmmmmmmmmmmm	15-19	ffffffffffffff	1794
421	mm	10-14	ff	423
429	mm	5-9	ff	411
422	mm	<5	ff	420

Area 2 = MANSFIELD PRIMARY

Males		Age		Females
-----		-----		-----
22		85+		65
97		75-84	f	164
164	m	65-74	f	211
227	m	55-64	f	207
416	mm	45-54	ff	430
277	m	40-44	f	278
352	mm	35-39	ff	320
357	mm	30-34	f	303
291	m	25-29	f	209
2222	mmmmmmmmmmmmmmmmmmmm	20-24	fffffffffffffffffff	2399
1357	mmmmmmmmmmmmmmmmmm	15-19	ffffffffffffff	1611
179	m	10-14		156
184	m	5-9	f	170
176	m	<5	f	183

Marketview Comparison Report (Page 10 of 11)
 Claritas Inc.
 Sales (800)234-5973
 2001 Total Population Comparison (%)
 Area 1 = MANSFIELD
 Area 2 = MANSFIELD PRIMARY

10-AUG-01
 Support (800)780-4237

Area 1		Age		Area 2
-----		-----		-----
0.8		85+		0.7
2.9	1	75-84	1	2.0
4.7	1	65-74	2	2.9
5.9	11	55-64	2	3.3
10.4	1111	45-54	22	6.5
5.9	11	40-44	2	4.3
6.7	11	35-39	22	5.2
6.3	11	30-34	22	5.1
4.6	1	25-29	2	3.8
24.0	1111111111	20-24	2222222222222222	35.5
15.9	111111	15-19	222222222	22.8
4.0	1	10-14	2	2.6
3.9	1	5-9	2	2.7
3.9	1	<5	2	2.8

Claritas Inc.

Sales (800)234-5973

10-AUG-01

Support (800)780-4237

2001 Households by Household Income (%):

(income ranges in thousands of dollars)

Area 1 = MANSFIELD

Area 2 = MANSFIELD PRIMARY

Area 1	HH inc	Area 2
6.8	1111 \$150+ 222	4.3
11.1	11111111 \$100-\$150 22222	6.9
12.7	11111111 \$ 75-\$100 222222	8.8
19.0	111111111111 \$ 50-\$ 75 22222222222	14.8
16.9	111111111111 \$ 35-\$ 50 222222222222222	20.7
5.3	111 \$ 30-\$ 35 222	5.4
7.5	11111 \$ 25-\$ 30 2222222	10.6
5.0	111 \$ 20-\$ 25 22222	7.1
10.0	1111111 \$ 10-\$ 20 22222222222	14.1
5.6	1111 <\$10 22222	7.3

APPENDIX B

UConn Visitation Estimates

[illegible]

UCONN Visitors Center Guests by Appointment - 2001

Month (2001)	January	February	March	April	May	June	July	August
Total Visitation	52	580	506	1263	177	288	729	800
Visitors from CT, MA, & RI	26	320	256	704	121	148	157	455
% Visitation from CT, MA, & RI	50.0%	55.2%	50.6%	55.7%	68.4%	51.4%	21.5%	56.9%
% Visitation from other states	50.0%	44.8%	49.4%	44.3%	31.6%	48.6%	78.5%	43.1%

SUMMARY	Total	Estimated # in Group	Total # of Visitors
Total Visitation	4395	2.5	10987.5
Visitation from CT, MA, & RI	2187		
% Visitation from CT, MA, & RI	49.8%		

Source: UCONN Visitors Center

APPENDIX C

Downtown Mansfield Business Survey Form

DOWNTOWN MANSFIELD BUSINESS SURVEY

Interview date _____

Name of Business: _____

Type of Business: _____

Est. Size of Business (Sq. Ft.) _____

Owner Occupant

Yes _____ No _____

General Background Information:

1. How long has this business been in operation at this location? _____

2. Why did you choose to locate your business here? _____

3. Was this business operating at another location prior to your current location?

Yes _____

No _____

If yes, Where: _____

4. What are your hours/days of operation? _____

5. How many employees do you have? Part-Time _____ Full-Time _____ Family _____

6. Do you advertise your business? Where _____ How Often _____
Yes _____ No _____

Joint advertising promotions with other Downtown merchants? Yes _____ No _____ How Often _____

7. Have you made any improvements or expansions to your business in the past year?/2 years

Yes _____

No _____

Explain: _____

8. Name the most positive thing about the Downtown Mansfield Area as a commercial district.

9. Name the most negative thing about the Downtown Mansfield Area as a commercial district.

Clientele/Sources of Business:

10. What percentage of your business would you say comes from?

UCONN _____% Rest of Mansfield _____% Outside Mansfield _____%

11. How many of your customers would you estimate walk to your business? _____

12. Have you noticed any changes in your clientele in terms of place of residence, characteristics or purchasing patterns during recent years? If so, please explain:

13. What are your busiest hours and/or days? _____

14. Where is your primary competition located? _____

15. Does your business get any customers who are tourists visiting area attractions? _____

16. How long does a customer stay in your business?

_____ Less than 5 minutes	_____ 5 minutes
_____ 10 minutes	_____ 5 to 15 minutes
_____ 15 minutes to an hour	_____ More than one hour

Recent Operating Conditions & Sales Results:

17. TYPICALLY, WHAT PERCENT OF YOUR ANNUAL SALES VOLUME CAN BE ATTRIBUTED TO

<u>SUMMER?</u>	_____%
<u>WINTER?</u>	_____%
<u>FALL?</u>	_____%
<u>SPRING?</u>	_____%

18. How would you rate your year 2001 sales to date results at this location?

Excellent _____ Good _____ Fair _____ Poor _____

19. WHAT IS YOUR ANTICIPATED TOTAL SALES VOLUME THIS YEAR (OPTIONAL)?

Less Than \$499,999 _____ \$500,000-\$1.00 mil _____ \$1.00mil & Over _____

20. What is your estimated % volume increase in sales over 2000. Lower than 2000 _____ Same _____

0.1% to 5% _____ 5% to 10% _____ Above 10% _____

21. What is your Monthly rent? _____ Utilities _____ Other _____

Future Business Prospects and Major Priorities:

22. How do you view future prospects for your business at this location?

Excellent _____

Good _____

Fair _____

Poor _____

Explain:

23. Are you planning any improvements or expansions of your business in the next year?

Yes _____

No _____

Don't Know _____

If yes, Describe:

24. In your opinion, what are the major priorities to improving the commercial viability of the Downtown Area?

25. Are there any other issues or concerns regarding your business or Downtown Mansfield that should be noted ?

26. If a new traditional Downtown center were created, would you consider being a part of it by moving to new space?

This Concludes The Survey – Thank You Very Much For Your Assistance